Determinants of Masks Purchasing Decisions

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Abstract

The purpose of the study was to analyze the effect of product quality, price perception and promotion on purchase decisions. Data collection techniques using questionnaires. The population in this study are consumers who buy a certain brand rubber masks at PT Inti Sumber Hasil Sempurna in Semarang for 3 times the purchase of each box 1 product and buy in 2017-2019 so that there are 192 people. The sampling technique to be used is accidental sampling according to the Slovin formula so sample of 66 respondents. This study uses multiple regression analysis techniques. The results of this study indicate the quality of the product, perceived price and promotion influence purchase decisions. Product quality variable on purchasing decisions is a significant positive effect. has a standardized estimate (regression weight) of 0.328, (2) the variable price perception on purchasing decisions is a significant positive effect that has a standardized estimate (regression weight) of 0.159, (3) the variable price perception on the purchase decisions is a significant positive effect has a standardized estimate (regression weight) of 0.601.

Kata Kunci:
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INTRODUCTION

Purchasing decisions are very important to consider because purchasing decisions are things that are used by companies to create marketing strategies that will be carried out. Tjiptono (2020), a purchasing decisions is an act of consumers to want to buy or not to product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and products that are already known by the public. That alternative consumer choices regarding the expected benefits and narrow the choice until the final alternative is chosen that can meet and satisfy his needs and desires. The purchase decision according to Schiffman and Kanuk (2014) is "the selection of an option from two or alternative choices". Can be interpreted, the purchase decision is a decision of someone where he chose one of several alternative choices available.

Quality can be interpreted as the ability of a product both goods and services to meet consumer needs". Product quality is very influential in marketing, if a product that is offered is of good quality and satisfies consumers, it will produce results in the form of increased demand turnover that can benefit the company. Efforts to produce products that really have good quality and avoid product failures outside the limits or standards set by the company, requires a quality control process. Product quality has dimensions that can be used to analyze the characteristics of a product. The product quality provided by the company is the right strategy to attract the attention of consumers (Tjiptono, 2020). This is supported by Amelia (2015), Shareef et al. (2008), Shaharudin et al. (2011), Ackaradejruangsri (2013), Tamunu dan Ferdinand (2014), Kalicharan (2014), Okta dan Ardani (2019) research which concluded that product quality has a positive influence on purchasing decisions.

In addition to product quality that takes precedence in a company, the price of the product must also not be ruled out. Because if the price determination in a product is not in accordance with the market then the possibility is very small for the product to be sold and sold in the market. Lupiyoadi (2014) states that the pricing strategy (pricing) is very significant in giving value to consumers and influencing the image of the product, as well as the consumer's decision to buy. The most important thing is the decision in price must be consistent with the marketing strategy and overall. In this case the price of the product and the quality of the product are expected to increase sales as much as possible to give consumers a decision to buy products offered in the market. Price is the only element of the marketing mix that provides income or income for the company, while the three other elements (product, distribution, and promotion) cause costs (expenses). In addition, the price is an element of the marketing mix that is flexible, meaning that it can be changed quickly (Tjiptono, 2020). Here it is assumed that all behavior is intentionally based on desires generated when consumers consciously and rationally choose one of the alternative actions available. Amelia (2015), Primantri dan Purnami (2017), Samosir dan Prayoga (2015) research of results that prices have a positive and significant influence on purchasing decisions.

Promotion is a direct flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing (Tjiptono, 2020). Good promotion is expected to establish communication between producers and consumers. Promotion is a one way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. Promotion is an effort or activity of a company in influencing actual and potential consumers so that they want to make a purchase of a product offered now or in the future (Kotler and Keller, 2016). Amelia (2015), Hariadi (2015), Widagdo (2011), Daud (2013), Primantri dan Purnami (2017) do research with the promotion results having a positive effect on purchase decisions.

One of Indonesia's medical equipment companies is PT. The Perfect Results Intisumber located at Jalan Gatot Subroto block 5 no. 12, Ngaliyan industrial area Semarang. One of the products produced is onemed brand masks.
Consumer Decision Making Process

According to Lamb et. al. (2001), there are several stages in consumer decision making, namely: (1) Product. Introduction is the most important factor in making the purchase process, where buyers will recognize the products needed. (2) Information seeking. A person always has an interest or drive to search for information. If the urge is strong and an object that can satisfy that need is available, then the consumer will be willing
to buy it. (3) Evaluation of Alternatives, consumers will have the right choice and make careful alter-native choices to the products to be bought. (4) Buyer Decision, after the consumer has an alternative evaluation, the consumer will make a decision to buy. (5) Post-Purchase decisions, after a consumer decides to buy a product, the consumer will judge whether or not fasting over the purchase.

Product Quality

Lupiyoadi (2014) states that "Quality is a combination of nature and characteristics that determine the extent to which outputs can meet customer requirements". Tjiptono (2020) states "Quality can be interpreted as the ability of a product both goods and services to meet consumer needs". Kotler and Keller (2016) stating "Improving quality or quality in an organization can have a dramatic impact on the hierarchical structure. One reason is that a component of an effective quality program uses self-directed work teams to increase productivity". From the opinions of the experts above, it can be concluded that quality refers to the definition of meeting certain standards or requirements, quality also has an understanding as an effort to make improvements and improvements continuously in meeting customer needs so as to satisfy customers.

Tjiptono (2020) revealed there are eight dimensions of product quality, namely: (1) Performance. Performance is the main characteristic or function of a product. This is the main benefit or efficacy of the products we buy. Usually this is our first consideration in buying a product. (2) Product Features. Dimensions of features are additional characteristics or characteristics that complement the basic benefits of a product. Features are optional for consumers. When the main benefits are standard, features are often added. The idea is that features can improve product quality if competitors do not have them. (3) Reliability. The reliability dimension is the opportunity for a product to be free from failures when carrying out its functions. (4) Conformity with specifications (conformance to specification). Conformance is the conformity of product performance with the stated standards of a product. This is a kind of "promise" that must be fulfilled by the product. Products that have quality from this dimension mean that they are in accordance with the standards. (5) Durability. Durability indicates the age of the product, i.e. the amount of use of a product before the product is replaced or damaged. The longer the durability of course the more durable, durable products will be perceived as being of higher quality than products that are quickly used up or replaced quickly. (6) Ability to be improved (serviceability). In accordance with its meaning, here the product quality is determined on the basis of ability to be improved: easy, fast, and competent. Products that can be repaired are certainly of higher quality compared to products that are not or difficult to repair. (7) Beauty (esthetic). The beauty involves the appearance of products that can make consumers like. This is often done in the form of product design or packaging. Some brands are updated "face" to be more beautiful in the eyes of consumers. (8) Perceived quality. This concerns the consumer's assessment of the image, brand, or advertisement. Famous branded products are usually perceived as higher quality than brands that are not heard.

Kotler and Keller (2016) states the objectives of product quality are as follows: (1) Make sure that the products produced reach the set standards. (2) Ensure that inspection costs can be as small as possible. (3) Ensuring that the design costs of a particular production are as small as possible (4) Ensuring that the production costs can be as low as possible. The definition of product quality is to reflect the ability of the product to carry out its duties which include durability, reliability or progress, strength, ease of packaging and product repairs and other characteristics (Kotler and Armstrong, 2014).

Price Perception

Price is the amount of money (plus some products if possible) needed to get a combination of products and services (Kotler and Keller, 2016). Price is also defined as an exchange rate for benefits arising from certain goods or services for someone. The higher the perceived benefits of consumers of certain products or services, the higher the exchange rate of these goods and services for consumers and the greater the exchange tool that is sacrificed. From the consumer's point of view,
price is often used as an indicator of value when the price is related to the perceived benefits of goods or services. Thus it can be concluded that at a certain price level, if the benefits perceived by consumers increase, the value will increase as well (Tjiptono 2020). Often also in determining the value of an item or service, consumers compare the ability of an item or service to meet their needs with the ability of substitute goods or services. that consumers expect prices that are commensurate with the quality of the product from their purchases. Tjiptono (2020), there are four types of pricing objectives, namely: (1) Goal-Oriented Goals. The assumption of classical economic theory states that each company always chooses the price that can produce the highest profit. This goal is known as profit maximization. (2) Volume-Oriented Goals. In addition to profit-oriented goals, there are also companies that fix prices based on specific volume-oriented goals or commonly known as volume pricing objectives. (3) Objective Oriented. The image of a company can be formed through a pricing strategy. Companies can set high prices to form or maintain a prestigious image. Meanwhile low prices can be used to form a certain value, for example by providing guarantees that the price is the lowest price in a certain region. (4) The Purpose of Price Stabilization. In a market where consumers are very sensitive to prices, if a company lowers its prices, its competitors must reduce their prices. Conditions like this that underlie the formation of price stabilization goals in certain industries whose products are standardized. The purpose of this stabilization is done by setting prices for a stable relationship between the price of a company and the price of an industry leader. Kotler and Armstrong (2014), within the variable price there are several main elements of price activity which include price lists, discounts, discounted prices, and payment periods. Kotler and Armstrong (2014) state that, there are four indicators that characterize prices, namely: Affordability of prices, conformity of prices to the quality of products, price competitiveness, suitability of prices with benefits.

Promotion

Tjiptono (2020) that promotion is a form of marketing communication, what is meant by marketing communication is marketing activities that seek to disseminate information, influence or persuade, and or increase the target market for companies and their products to be willing to accept, buy and be loyal to the products offered company concerned. Promotion objectives according to Kotler and Armstrong (2014), namely: (1) Encouraging short-term customer purchases or improving long-term customer relationships. (2) Encouraging retailers to sell new goods and provide more inventory. (3) Advertise company products and provide more shelf space. (4) For salespeople, it is useful to get more sales force support for old or new products or to encourage salespeople to get new customers.

The five main means of promotion according to Kotler and Armstrong (2014), are: (1) Advertising (advertising). All forms of paid non-personal presentations and promotion of ideas, goods, or services with certain sponsors. According to Kotler and Armstrong (2014), advertising goals are certain communication tasks that are achieved with a specific target audience over a certain period of time. (2) Sales promotion Short-term incentives to encourage the purchase or sale of products or services. According to Kotler and Armstrong (2014), there are many tools that can be used to achieve sales promotion objectives, namely: (a) Consumer promotion tools Including product samples, coupons, cash returns, special prices, premiums, special items of advertisements, sweepstakes, and games. (b) Trade promotion tools Persuade intermediary sellers to sell a brand, provide shelf space, promote the brand in advertisements, and ultimately offer it to consumers. (c) Business promotion tools Sales promotion tools used to generate business direction, encourage purchases, value customers, and motivate salespeople. Here the company focuses on two additional tools for major business promotions, conventions and trade shows. (3) Public relations Establish good relations with various groups to get the desired publicity, build a good corporate image, and handle or deal with unpleasant rumors, news and events. (4) Personal selling. Personal presentations by company sales people for the purpose of generating sales and building customer relationships. According to Kotler and Armstrong (2014) personal selling
is one of the oldest professions in the world. People who make sales get many designations, namely salespeople, district managers, account executives, agents, sales consultants, etc. Many companies use personal sales because it can function as a bridge between the company and its customers.

In many cases, personal sales represent two employers, the seller and the buyer. Direct marketing Direct relationships with carefully targeted individual consumers to get an immediate response and build lasting customer relationships use of direct mail, telephone, direct response television, e-mail, Internet and other means of communication directly with certain consumers.

Relationship Between Variables and Hypothesis Formulation

Effect of Product Quality on Purchasing Decisions

Product quality is highly considered by consumers. Consumers want the best quality products on products that have been purchased. Kotler and Keller (2016) the meaning of product quality is the characteristics and characteristics of an item or service that affects its ability to satisfy the expressed needs implied. Quality has a direct impact on product or service performance, therefore quality is closely related to value and customer satisfaction. Based on a review of previous research conducted by Amelia (2015), Shareef et al. (2008), Shaharudin et al. (2011), Ackaradejuangsi (2013), Tamunu dan Ferdinand (2014), Kalicharan (2014), Okta dan Ardani (2019) can be concluded that product quality has a positive and significant effect on purchasing decision. Based on the description, so in this study a hypothesis can be formulated as follows:

\[ H_1 : \text{Product quality has a positive and significant influence on purchasing decisions} \]

Effect of Price Perception on Purchasing Decisions

The role of prices is inseparable from the process of buying and selling a product or service. Prices help consumers to determine whether someone will buy goods or not. Kotler and Armstrong (2014) state that price is the amount of money that a customer must pay to obtain a product. Prices are things that can be controlled and determine whether or not a product is accepted by consumers. Cheap or high price of a product is very relative in nature. Thus the right pricing strategy is needed. Based on a review of research conducted by Amelia (2015), Primantri dan Purnami (2017), Samosir dan Prayoga (2015) can be concluded that the independent variable namely price has a positive and significant effect of the dependent variable, namely the purchase decision. Based on the description above, the hypothesis can be formulated as follows:

\[ H_2 : \text{Price perception has a positive and significant influence on purchasing decisions.} \]

Effect of Promotion on Purchasing Decisions

Promotion becomes a core ingredient in marketing campaigns, consist of a collection of incentive tools, mostly short-term designed to stimulate faster or greater purchases of certain products or services by consumers or commerce (Kotler and Keller, 2016). Promotion is an important aspect of marketing management and is often said to be an ongoing process. With promotion causes people who were not previously interested in buying a product will become interested and try the product so that consumers make a purchase. Based on a review of research conducted by Amelia (2015), Hariadi (2015), Widagdo (2011), Daud (2013), Primantri dan Purnami (2017) that there is a significant influence between variables promotion on purchasing decisions Based on the description above, then the hypothesis can be formulated as follows:

\[ H_3 : \text{Promotion Has A Positive And Significant Influence On Purchasing Decisions.} \]

RESEARCH METHODS

The population in this study are consumers who buy onemed brand rubber masks at PT Inti Sumber Hasil Sempurna in Sema-rang for 3 times the purchase of each box 1 product and buy in 2017-2019 so that there are 192 people. The sampling technique to be used is accident sampling sampling technique according to the Slovin formula (Sugiyono, 2017), namely:

\[ n = \frac{N}{1 + \left(\frac{N\cdot e^2}{N}\right)} \]
n = $\frac{192}{1 + (192 \times 0.1^2)}$

\[ n = 66 \]

**Analysis Method**

**Validity test**

Ferdinand (2014) states the validity test of a measuring instrument is shown from its ability to measure what should be measured. If all instruments from the questionnaire tested are appropriate, then the instrument is said to be valid. The validity test research criteria is if \( r_{count} > r_{table} \), then the questionnaire items are valid. If \( r_{arithmetic} < r_{table} \), it is said that the questionnaire items are invalid.

**Reliability Test**

Ferdinand (2014) states a scale or measuring instrument for data and the resulting data is called reliable or reliable if the instrument consistently raises the same results every time a measurement is taken. To find out the questionnaire is reliable, it will be tested the reliability of the questionnaire. The decision making method in the reliability test is using a limit of 0.60 which means that a variable is said to be reliable if the value indicates Cronbach's Alpha is greater than 0.60.

**Normality test**

Ferdinand (2014) states the data normality test aims to test whether in the regression model, the residual variable has a normal distribution. To test the data collected normal distribution or can not be done with the Kolmogorov Smirnov test method. The normal testing method is whether the data distribution is carried out by looking at the significance value of the variable, if significant is greater than 0.05, then it indicates that the data distribution has been normally distributed.

**Multicollinearity Test**

Ferdinand (2014) states the multicollinearity test aims to test whether the regression model found a correlation between independent variables. There are several ways to test whether or not there is multicollinearity in the regression model, in this test researchers used a correlation matrix analysis between independent variables by looking at the value of Variance Inflation Factor (VIF). If the VIF is less than 10, this means there is no multicollinearity in the regression model used in the study.

**Heteroskedasticity Test**

Ferdinand (2014) states the heteroskedasticity test aims to test whether in a regression model there is an inequality of variance from residuals from one observation to another. In this study the glacier test was used as the basis for decision making, that is, if the independent variable was significantly less than 0.05 statistically affecting the dependent variable, then heterokedastically occurred. If the independent variable is significantly greater than 0.05 statistically it does not affect the dependent variable, then heterokedastics does not occur in the study.

**Multiple Linear Regression**

Ferdinand (2014) states that multiple regression is performed on models of more than one independent variable, to determine its effect on the dependent variable. In multiple regression independent variables are taken into account their effect on the dependent variable. So the regression equation is as follows:

\[
\text{Purchase Decision} = b_1 (\text{Product Quality}) + b_2 (\text{Price Perception}) + b_3 (\text{Promotion})
\]

**t test**

Ferdinand (2014) states that the hypothesis test is used to test the effect of independent variables that is persistently to the dependent variable, namely the purchase decision. Test criteria with significant numbers are as follows: (1) If the probability is <0.05, then \( H_0 \) is rejected or \( H_a \) is accepted, meaning that there is a significant influence between the independent variable on the dependent variable on a partial basis. (2) If the probability is > 0.05, then \( H_0 \) is accepted or \( H_a \) is rejected, meaning that there is no significant effect between the independent variable on the partially dependent variable.

**F test**

The accuracy test of the model is used to find out whether the model can be used to predict variables while the basis for decision making by using significance numbers, namely: (1) If the probability (significance) > 0.05 (a)
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means the hypothesis is not proven then $H_0$ is accepted, $H_a$ is rejected so the result incorrect. (2) If the probability (significance) $<0.05$ (a) means the hypothesis is proven then $H_0$ is rejected and $H_a$ is accepted so the results are right.

Coefficient of Determination

Ferdinand (2014) states that the analysis of Adjust R square or coefficient of determination is used to find out how much influence the independent variable has in explaining the variation of the dependent variable in the study. The coefficient of determination is between zero and one. The ability of independent variables that can only explain a limited variation of the dependent variable will be shown by Adjust R square or a small value of R2. While the independent variables that almost all provide the information needed to predict variations in the dependent variable will show Adjust R square or R2 values close to one.

RESULT AND DISCUSSION

Validity Analysis

Table 3. Validity Test

Based on the above table, all indicator items are declared valid because the calculated value is greater than the value, which is greater than 0.24 with a significance level of less than 0.05. So that, each indicator on each of these variables can be done in the next calculation.

Table 4. Reliability Test Result

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Reliability Standard</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0.831</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price Perception</td>
<td>0.796</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Promotions</td>
<td>0.837</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Decisions</td>
<td>0.839</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on the results of normality testing data on a sample of 66 respondents showed that for testing the variables of product quality, price perception, and promotion of purchasing decisions normally distributed. Evidenced by the significance value that has exceeded the error rate limit of 0.586 $> 0.05$. Thus testing on research variables is normally distributed and can be continued on further testing.

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from one observation residual to another observation remains, then it is called homoscedasticity and if different is called heteroscedasticity. A good regression model is one that does not occur heteroscedasticity. If the significance value is greater than 0.05, then heteroscedasticity does not occur and if the significance value is less than 0.05, heteroscedasticity occurs.
Table 6. Heteroscedasticity Test

<table>
<thead>
<tr>
<th></th>
<th>Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.923</td>
<td>0.059</td>
<td>3.043</td>
<td>0.004</td>
</tr>
<tr>
<td>Product Quality</td>
<td>0.059</td>
<td>0.015</td>
<td>3.144</td>
<td>0.002</td>
</tr>
<tr>
<td>Price Perception</td>
<td>0.059</td>
<td>0.014</td>
<td>3.653</td>
<td>0.003</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.009</td>
<td>0.012</td>
<td>0.721</td>
<td>0.476</td>
</tr>
</tbody>
</table>

Based on the results of multiple linear regression analysis shows that the promotion variable provides the greatest influence on purchasing decisions.

Table 7. Multicollinearity Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Tolerance</th>
<th>VIF</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0.326</td>
<td>3.063</td>
<td>no multicollinearity</td>
</tr>
<tr>
<td>Price Perception</td>
<td>0.591</td>
<td>1.074</td>
<td>no multicollinearity</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.337</td>
<td>2.969</td>
<td>no multicollinearity</td>
</tr>
</tbody>
</table>

Based on the table above, it shows that all tolerance values > 0.10 while VIF values <10 so that there is no multicollinearity between independent variables in the regression model.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th></th>
<th>Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.336</td>
<td>1.018</td>
<td>3.383</td>
<td>0.001</td>
</tr>
<tr>
<td>Product Quality</td>
<td>0.336</td>
<td>0.329</td>
<td>2.054</td>
<td>0.041</td>
</tr>
<tr>
<td>Price Perception</td>
<td>0.336</td>
<td>0.359</td>
<td>2.410</td>
<td>0.018</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.566</td>
<td>0.801</td>
<td>3.858</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The results of the regression equation in the table above can be stated in the multiple linear regression equation as follows:

Purchase Decision = 0.328 (Product Quality) + 0.159 (Price Perception) + 0.601 (Promotion)

The results of the regression equation can be interpreted as follows:
1. Variable product quality has a positive effect meaning the higher the quality of the product, the higher the consumer's desire to make a purchase.
2. The variable price perception has a positive effect meaning the more affordable the price, the more it will increase consumers to make purchases.
3. Promotional variables have a positive effect, meaning that the more often promotions are made, the more consumers will make purchases.

Table 9. t-Test

1. Product Quality
   The results of product quality testing with a significance probability of 0.004 <0.05, then Ha is accepted, which means that product quality has a positive effect on purchasing decisions.

2. Price Perception
   The results of testing price perceptions with a significance probability of 0.019 <0.05, Ha is accepted, which means that price perceptions have a positive effect on purchasing decisions.

3. Promotion
   Promotion test results with a significance probability of 0.000 <0.05, then Ha is accepted, which means the promotion has a positive effect on purchasing decisions.

Table 10. F Test

Based on the f test results with a significance probability of 0.000 <0.05, ha is accepted, which means product quality, price perception, and promotion have a simultaneous effect on purchasing decisions.

The calculation results above show the Adjusted R Square value of 0.738. This means that 73.8% of the variation in the purchase decision variable is explained by variables of product quality, price perception, and promotion while the remaining 26.2% is explained by other variables outside the model, such as: location, brand image and others.
Effect of Product Quality on Purchasing Decisions

Based on research results, it is evident that product quality has a positive and significant influence on purchasing decisions. In other words, the higher the quality of the product, the more consumers will make a purchase. The existence of good and reliable product quality can increase the likelihood of purchasing decisions. This is also supported by research from Amelia (2015), Shareef et al. (2008), Shaharudin et al. (2011), Ackaradejruangsri (2013), Tamunu and Ferdinand (2014), Kalicharan (2014), Okta and Ardani (2019) which showed that product quality had a positive and significant effect on purchasing decisions.

The increasingly fierce competition that exists today companies are required to offer quality products and are able to have more value, so different from competitive products, product quality is one of the considerations of consumers before buying a product. Product quality is determined by the durability, function and usefulness, with a good and reliable product quality, consumers will always remember the product. However, this study contradicts the research results of Rawung et al. (2015) and Budiwyanto et al. (2016) which states that product quality has no effect on purchasing decisions.

Effect of Price Perception on Purchasing Decisions

Based on the results of the study, it is evident that price perception has a positive and significant influence on purchasing decisions. In other words, the more affordable the price, the more consumers will make a purchase. Low prices can increase the likelihood of buying decisions. This is also supported by research from Amelia (2015), Hariadi (2015), Widagdo (2011), Daud (2013), Primantri and Purnami (2017) who showed that promotion had a positive and significant effect on purchasing decisions. The company’s ability to communicate products to consumers through promotional activities is also an important thing. Promotion is a company activity to highlight product features and persuade consumers to buy. The promotion strategy combines advertising, individual sales, sales promotion and publicity into an integrated program to communicate with buyers and others who will ultimately influence purchasing decisions. To further introduce their products, and carry out promotional activities to attract consumer buying interest and are based on information about the advantages and advantages of a product, arranged in such a way as to cause interest in those who see or hear it. Thus it will affect consumer buying behavior towards the product. However, this study contradicts the results of research by Budiwyanto et. al. (2016) states that promotion has no effect on purchasing decisions.

Effect of Promotion on Purchasing Decisions

Based on research results, it is evident that promotion has a positive and significant influence on purchasing decisions. In other words that the more often the promotion, the more consumers will make a purchase.

Promotional activities can increase the likelihood of buying decisions. This is also supported by research from Amelia (2015), Hariadi (2015), Widagdo (2011), Daud (2013), Primantri and Purnami (2017) who showed that promotion had a positive and significant effect on purchasing decisions. The company’s ability to communicate products to consumers through promotional activities is also an important thing. Promotion is a company activity to highlight product features and persuade consumers to buy. The promotion strategy combines advertising, individual sales, sales promotion and publicity into an integrated program to communicate with buyers and others who will ultimately influence purchasing decisions. To further introduce their products, and carry out promotional activities to attract consumer buying interest and are based on information about the advantages and advantages of a product, arranged in such a way as to cause interest in those who see or hear it. Thus it will affect consumer buying behavior towards the product. However, this study contradicts the results of research by Budiwyanto et. al. (2016) states that promotion has no effect on purchasing decisions.
CONCLUSION

Product quality variables have a positive effect on purchase decisions. Providing understanding that the higher the product quality, the higher the consumer's desire to make a purchase. Price perception variable has a positive effect on purchase decisions. Providing understanding that the more affordable the price, the more consumers will make a purchase. Promotional variables have a positive effect on purchase decisions. Providing understanding that the more often the promotion is carried out, the more consumers will make a purchase.

In improving product quality on the durability indicator, the durable product has the lowest value compared to other indicators, it is recommended that PT. Intisumber Hasil Perfect Semarang provide a more durable material to the durability of rubber mask products so that it can compete with other products. In increasing the price perception on the indicator of price competitiveness has a lower value than other indicators, it is recommended that PT. Intisumber Hasil Perfect Semarang provide discounts to attract consumer purchasing power. In increasing the promotion of the product exhibition indicator has a lower value than other indicators, it is recommended that PT Intisumber Hasil Perfect Semarang conduct product exhibitions in various regions so that people more easily know the onemed rubber mask products. In improving purchasing decisions on indicators of lower purchasing power compared to other indicators, it is recommended that PT. Intisumber Hasil Sempurna Semarang provide samples of onemed brand rubber mask products to further convince consumers to make a purchase.

In this study using quantitative research so that the results given ignore the details of the social context in question. In quantitative research has the potential for structural bias because the formulation of the problem usually reflects the interests of researchers without considering the actual problems faced by respondents, and the results of the study have a limited explanation of the quality of numerical descriptions and lack of detail in collating aspects of respondents' perceptions.

Future studies can use other variables that have not been used in this study and try to use qualitative research methods because the preferred qualitative research is to highlight the quality of the analytical description and the results of the development of problems related to increasing purchasing decisions.

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